GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:712
ANSWERED ON:28.07.2005
ADVERTISING CODE
Gowda Shri D.V. Sadananda

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the provisions of the advertising code are required to be complied the channels with regard to advertisements;

(b) if so, the details thereof;

(c) whether these provisions are being followed by all the channels;

(d) if not, the reasons therefor; and

(e) the steps taken or proposed to be taken by the Government to ensure compliance thereof?

Answer

THE MINISTER OF INFORMATION & BROADCASTING AND CULTURE (SHRI S. JAIPAL REDDY)

(a) & (b) Yes, Sir. Advertisements of all satellite TV channels transmitted/retransmitted through the cable network are required to adhere to the Advertising Code prescribed under the Cable Television Networks (Regulation) Act, 1995 and rules framed thereunder.

(c) to (e): The provisions of the Cable Television Networks (Regulation) Act, 1995 are generally followed by all TV channels transmitted/retransmitted through cable network. Action for violations of the codes can be taken by any authorised officer i.e. SDM, DM or Commissioner of Police or any other officer notified in the official gazette by the Central Government or State Government. The Central Government has constituted an Inter-Ministerial Committee under the Cable Act to look into the violations of the Advertising Code. Specific complaints of violations are referred to the Committee for consideration. The Government is also contemplating establishment of an autonomous Authority to regulate content telecast on TV channels.